



Debbie Allen, Dominate Your Niche Market By Becoming
The Expert of Experts The Go-To Expert In Your Industry!

Business & Brand Strategist - International Business Speaker - Best Selling Author

Develop High Level Enthusiasm for Every Prospect By Debbie Allen

Just before I sat down to write this email to you about writer's block I stared at a blank screen for about 10 minutes waiting to spark some bits of inspiration. My mind was blank (maybe on overload) until I started focusing and words began to flow. Actually I really don't believe in writer's block. It's normally a temporary lack of focused direction that often happens when you start or restart a writing project. In fact, it still happens to me after 20 years as a writer and author – but it's never stopped me from meeting deadlines.

"Reputation" and "Visibility" are the top two reasons to become a writer. Writing articles, a blog or a book brings a higher level of credibility to your expertise. Being a successful writer builds your value and creates an open door of opportunities.

If the Marquis de Sade could write a book in prison using a quill (or anything else he could get his hands on), you can certainly write a book from the comfort of your own home. How do you start writing? "Get your butt in the chair!" Just sit down and write! What it takes is an extended commitment of time.

After I completed my first book I thought, "I'll never write another book because it's too much work." And now this is my seventh book. Writing is not only time consuming, it's actually somewhat of a self-indulgent process with lots of focused alone time. The upside to taking the time to write is the final outcome ... you're a published author!

Writing will certainly expand your level of expertise and allow you to be seen as an authority on your chosen topic. So start writing! The

only
reason you should get *stuck* is not knowing which direction to go.

Below are 5 ways to fight writer's block:

1. Find a quiet place to write. Writing is a solo act that requires your complete focus without distractions. For example, when I was writing my book *The Highly Paid Expert* I was on a strict deadline to complete the book in just 3 months for my publisher. I rented a cabin in the woods away from home and family to relax and focus on writing ... and knocked out the first 7 chapters in just two days.

2. Commit to a timeline to begin and complete your writing project. Deadlines (even self-imposed) definitely help to get things accomplished.

3. Develop a system, plan and/or layout. This will help you visualize and focus for the entire project. A plan will create a clear vision and path that's broken down into smaller, bite-size nuggets of information so the entire project no longer feels overwhelming.

4. Brainstorm the overall project before you begin writing. Create a clear vision in your mind of who your writing supports and how you will educate, inspire, entertain or teach others through your writing. Once you have completed your brainstorming session it will motivate you to start writing.

5. Develop an attention grabbing title and subtitle. Your title is extremely important. It is part of the overall impression and captures your readers' attention. The title sets the tone and creates a promise of what you will deliver. When your writing flows well and navigates the reader through a process, it will also take your readers on a journey. If you've done a great job your readers will want to read more from you and stay connected. Your writing can become a powerful ongoing marketing tool to promote your expertise and your services and help you attract more high-value clients.

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About the Author

Debbie Allen, The Expert of Experts, is one of the world's leading authorities on business and brand strategy. She is the author of seven books including her latest best-seller *The Highly Paid Expert*. Learn more about her "Expert Positioning Formula" and innovative marketing

strategies at www.DebbieAllen.com.

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